

# Claims

- [c1] A method of transforming the appearance of an existing product display unit, said display unit having at least one side portion associated therewith, the method comprising the steps of:
- (a) selecting a shape other than the shape of at least one side portion of the product display unit itself into which the appearance of the product display unit will be transformed;
  - (b) forming a panel member separate and apart from the product display unit itself which incorporates the shape selected in step (a) above; and
  - (c) attaching said panel member to at least one side portion of the product display unit so as to transform the appearance of at least one side portion of the product display unit into the shape selected in step (a) above.
- [c2] The method of claim 1 wherein said panel member includes a top flange portion, said top flange portion being engageable with the existing product display unit.
- [c3] The method of claim 1 wherein said panel member includes a bottom flange portion, said bottom flange portion being engageable with the existing product display

unit.

- [c4] The method of claim 1 wherein said panel member includes at least one side wing panel portion, said side wing panel portion extending partially around and mating with portions of the existing product display unit.
- [c5] A method of changing the appearance of a product display unit, said product display unit having a specific appearance and having at least one side portion associated therewith, and the method comprising the steps of:
  - (a) selecting a new appearance for at least one side portion of the product display unit wherein said selected appearance is different from the specific appearance of at least one side portion of the product display unit;
  - (b) forming a panel member representative of the new appearance selected in step (a) above when said panel member is assembled onto the product display unit;
  - (c) attaching said panel member to at least one side portion of the product display unit thereby changing the appearance of the product display unit to the new appearance selected in step (a) above.
- [c6] The method of claim 5 wherein said panel member includes top and bottom flange portions, said top and bottom flange portions being respectively engageable with the product display unit.

[c7] The method of claim 5 wherein said panel member includes extending side portions on each opposed side portion thereof, said extending side portions mating with other portions of the product display unit when said panel member is attached thereto.

[c8] A method of changing the appearance of a product display unit wherein the product display unit includes a body container, a chilling tub having a projecting downturned rim portion forming upper channel means around the periphery of the product display unit, the projecting downturned rim portion engaging the upper portion of the body container, and a floor member having lower channel means associated therewith for receiving the lower portion of the body container, the method comprising the steps of:

(a)selecting a panel member having an appearance associated therewith different from the specific appearance associated with at least a portion of the body container, said panel member having a top flange portion and a bottom flange portion associated therewith;

(b)attaching said panel member to the product display unit wherein the top flange portion of said panel member is receivable within the upper channel means associated with the product display unit and the bottom flange portion of said panel member is receivable within the

bottom channel means of the product display unit, attachment of said panel member to the product display unit changing the appearance of at least a portion of the product display unit.

- [c9] The method of claim 8 wherein said panel member includes at least one side wing panel portion, said at least one side wing panel portion extending partially around portions of the product display unit when said panel member is attached thereto.
- [c10] The method of claim 8 wherein the product display unit further includes a lid member engageable with the chilling tub for controlling access thereto.
- [c11] In a product display unit adaptable for holding products, said product display unit having a plurality of sides associated therewith, the improvement comprising:
  - (a) a panel member shaped and configured so as to present an appearance different from the appearance associated with at least one side portion of the product display unit; and
  - (b) means for attaching said panel member to at least one side portion of the product display unit whereby attachment of said panel member to the display unit transforms the overall appearance of the display unit.

[c12] The improvement of claim 11 wherein said means for attaching said panel member to at least one side portion of the product display unit includes top and bottom channel means associated with the product display unit and top and bottom flange portions associated with said panel member, said top and bottom flange portions being cooperatively engageable with the top and bottom channel means associated with the product display unit.